

City of Goodyear INFOCUS

December 2013

Home Plate for the Holidays

December 7
Goodyear
Ballpark

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Home Plate for the Holidays

Saturday, December 7, from 5 to 8:30 p.m. at Goodyear Ballpark

Gather together with family and friends to celebrate the season during Home Plate for the Holidays on December 7 from 5 to 8:30 p.m. at Goodyear Ballpark, 1933 S. Ballpark Way (Estrella Parkway, south of Yuma Road).

- The little ones will be thrilled to play in 40 tons of snow.
- Enjoy shopping for special holiday gifts on sale by local arts and crafts vendors.
- Santa and Mrs. Claus will arrive by fire engine for the official lighting of the holiday tree.
- Sing along with school choirs and bands performing favorite holiday songs.
- Free parking and admission. Fees for some activities.
- For more information, call 623-882-3120 or visit www.goodyearaz.gov/ballpark.



Make A Difference Day Brightens Neighborhoods

Through the hard work of City leaders and more than 200 volunteers, numerous improvement projects were accomplished throughout Goodyear during the City's Sixth Annual Make A Difference Day, on Saturday, October 26.

Some of this year's Make A Difference Day projects:

- The painting of the fence on Bullard Wash Park on the north and south side of Monte Vista.
- Painting nearly 75 fire hydrants in the Estrella community.
- Walking door-to-door in Historic Goodyear delivering door hangers that provided City phone numbers and information to approximately 400 homes.
- Painting the homes of two senior residents of the Historic Goodyear neighborhood as part of the Rock'N'Roll Paint-A-Thon program of the Rebuilding Phoenix Together organization.

Numerous volunteer organizations throughout the City also pitched in to help get projects done, including: Church of Jesus Christ of Latter-Day Saints, Palm Valley Church, Franklin Pierce University, Verrado High School, Estrella Foothills High School, Desert Edge High School, and Millennium High School. McLane Sunwest, PepsiCo and Walgreens generously donated snacks and beverages for the volunteers.



Mayor Lord Receives GPEC Distinguished Service Award

Goodyear Mayor Georgia Lord received one of the Greater Phoenix Economic Council's (GPEC) top honors, GPEC's Distinguished Service Award.

Mayor Lord has been active with Greater Phoenix Economic Council since she was first elected to Goodyear City Council in 2005. In 2009, Mayor Lord became Chair of the GPEC Ambassadors and helped launch the Certified Ambassador Program, which allows members to raise an awareness of GPEC's efforts to improve business climate and the state's competitiveness.

She received the award at GPEC's Annual Awards Dinner at the Montelucia Resort and Spa in Paradise Valley on October 17. Andy Warren, President of Maracay Homes, introduced Mayor Lord and presented her with the award after telling the crowd of her tireless efforts with the organization and dedication to improving the State of Arizona.



"It's quite an honor to receive the award and be recognized by my peers," Mayor Lord said. "More importantly, it's critical that communities throughout the Valley work together to strengthen the region through economic development while supporting legislation that allows cities and industries to remain strong so we can continue to provide strong services and quality of life for our citizens."

Council Corner



Councilmember Sharolyn Hohman

I would like to take this opportunity to introduce myself. My name is Sharolyn Hohman, and I am honored to be the newest member of the Goodyear City Council.

Though I am new to the Council, I am not new to Goodyear. I am proud to say that my roots in our community date back to 1980. Since that time, I have owned two small businesses in the area and served as the President and CEO of Southwest Valley Chamber of Commerce for twenty-five years.

During my campaign, I identified healthy and sustainable economic development as one my top priorities for Goodyear. During my short time on Council, I have been impressed with the progress our City has made in that area. In the last year alone, companies such as Macy's, Sub-Zero, West Valley Hospital, and Cancer Treatment Centers of America have declared their intention to expand their current operations in the City. In addition, Cookson Door, WinCo Foods, Conn's Appliance, Native New Yorker, and Texas Roadhouse have all announced their plans to establish new locations in Goodyear. The City has also succeeded in securing 683,000 square feet of industrial space that has resulted in \$131 million of capital investment. This investment has led to the creation of over 380 jobs.

As we continue to emerge from the difficult economic times of the last five years, I look forward to using my private sector experience, specifically in economic development, to help our City become an economic leader in the Valley.

I would like to thank you, the citizens of Goodyear, for giving me the opportunity to serve as your council member. I am truly grateful to have your trust and confidence.

Sharolyn Hohman

Goodyear City Council

Top row (left to right): Vice Mayor Joe Pizzillo, Sheri Lauritano, Joanne Osborne, Bill Stipp.

Bottom row (left to right): Wally Campbell, Mayor Georgia Lord, Sharolyn Hohman



Council Calendar

December 2 Council Meeting 6 p.m.	December 16 Work Session 5 p.m.	January 13 Work Session 4:30 p.m.	January 27 Work Session 5 p.m.
December 9 Council Meeting 6 p.m.	January 6 Work Session 5 p.m.	January 13 Council Meeting 6 p.m.	January 27 Council Meeting 6 p.m.

Council meetings and work sessions are held at Goodyear Justice Center, 185 N. 145th Ave. Visit www.goodyearaz.gov for all public meeting schedules and to watch Council meetings.

From the Mayor



Mayor Georgia Lord

Celebrating a Great Year and Strong Future for Goodyear

2013 has been an exciting year for Goodyear! We are building a 911 Communications Center and a new library, the healthcare industry is expanding operations, manufacturing and distribution companies are bringing new jobs, great progress is being made on our freeways, and we invested in critical infrastructure for our future, such as water.

As we slowly climb out of this recession, it is important for us to remain vigilant in our responsibility to deliver an exceptional level of customer service and a superior quality of life for our residents and businesses.

The responsibility of this Council is to ensure that our City's financial outlook is strong and our growth is strategically managed. The stability of the national economy is not something this Council can control, but what we can control is how we invest our finite resources and where we advantageously focus our energy so that the private sector flourishes and invests in our City.

As the City's Economic Development team is tirelessly working with site selectors and regional organizations to draw large employers, local investors and small businesses to Goodyear, City Council remains steadfast in our efforts to invest in the much needed infrastructure, such as water and transportation, for the future of Goodyear.

Investing in infrastructure is essential to successful growth. Our City is only 10% built out, and because we are in this early phase, it is critical that we focus on these investments to continue our successes and have sustainable resources to maintain an excellent quality of life for you, our citizens. While these are not the most attractive projects, they are the most crucial at this time. Without an assured water supply, roads, and technology, we will not be attractive to employers, investors, or developers.

I am very proud of our City Council, their vision and their focus on the core building blocks that make our City strong now and will continue to do so in the future. We are appreciative of our residents and your continued support as we work together to build a strong community. None of us know what the future holds, but what we do know is the importance of responsible decision making now to set the foundation for future councils to build upon.

Georgia Lord

Planning for the Future: Goodyear Strategic Action Plan Moving Forward

City Sets Priorities to Remain a Destination for Residents, Businesses, and Visitors

The City of Goodyear is continuing to solidify its foundation to best implement and execute its plans and policies for a vibrant future while remaining a destination city on a national level.

During its City Council work session on Monday, October 28, Kim Bradford, Assistant to the City Manager provided a six-month update on the City's three-year Strategic Action Plan and reported on how the City plans to effectively operate while setting budget and efficiency-based priorities.

While implementing the plan, which is a fluid and ongoing process, the City will continue to focus on providing quality services, creating opportunities for businesses, and adding amenities to attract more visitors and provide an excellent quality of life for residents.

The Strategic Action Plan, which focuses on activities outside the day-to-day operational services the City provides, begins with four key areas – Fiscal and Resource Management within the City, Economic Vitality, Sense of Community, and Quality of Life.

The Strategic Action Plan is parallel with other planning documents used by various departments throughout the City. It establishes a path of key strategic initiatives such as updating the City's General Plan and implementing priority-based budgeting to better examine how effective programs are for the City and ensure the City's resources are best aligned to the results desired. It also focuses on efficient management of taxpayer dollars.

Strategic Action Plan Four Strategic Focus Areas



Fiscal and Resource Management

The City of Goodyear will implement innovative and responsible policies and business practices to effectively manage its fiscal and human resources. The City will maintain a stable financial environment that is transparent and that maintains an outstanding quality of life for our citizens. Business practices will be efficient, business-friendly, and ensure exceptional customer service to all citizens and stakeholders.



Economic Vitality

The City of Goodyear will seek diverse, high-quality development, and will foster local jobs through the strategic pursuit of industries including renewable energy, engineering, technology, aerospace, medical, manufacturing, and internet fulfillment. Business investment and sustainability will be fostered through streamlined processes, strategic marketing, developing ongoing relationships, and encouraging tourism.



Sense of Community

The City of Goodyear will provide programs, gathering places, and events where the community can come together to participate in opportunities of learning and recreation. Sustainable relationships with the community will be cultivated through citizen engagement, outstanding customer service, and accessible, clear communication.



Quality of Life

The City of Goodyear will implement programs and projects that create a clean, well-maintained, safe, and sustainable environment and that provides citizens with opportunities for an engaged, healthy, and active lifestyle.



"One of the goals is to demonstrate fiscal responsibility," said Bradford, who reviewed the Strategic Action Plan. "You work with citizens and set a policy vision for the City. This is an action plan that prioritizes ways we can bring this vision to life in many different areas."

Those four key components of the plan were defined and launched after much discussion among Council members in 2011, which included consideration of overall comments and feedback received from citizens and stakeholders regarding their desire for the direction of the City.

The Goodyear City Council adopted the City Strategic Action Plan in April 2013, following significant work and several discussions to establish the mission, vision, strategic focus areas, goals, and action items. Overall, the Strategic Action Plan covers the Fiscal Years 2013-2016.

City Manager Brian Dalke said, "There's been a tremendous amount of work put into this. I'm thankful to all the staff. It's a dynamic plan."

Alliance for Innovation Academy

In the months ahead, the City of Goodyear will have the chance to learn about best practices and strategies to integrate innovation in City operations, showcase and share its methods and efficiencies, and learn from experiences in other cities while participating among a select group of cities as a member of the Alliance for Innovation's Spring 2014 Innovation Academy.

Goodyear was one of eight U.S. cities selected by the Tempe-based Alliance for Innovation to participate in the Spring 2014 Innovation Academy. The Alliance is an organization which partners with Arizona State University and the International City/County Manager's Association to promote innovation in local government.

"This puts us in a league with some of the most dynamic cities and counties in the country," said Goodyear City Manager Brian Dalke. "We're excited about the opportunity and confident it will challenge us to be even more inventive."

Goodyear will have a team of 14 employees representing nine different City departments learning, sharing information, and mentoring other City employees through the course of the academy.

Goodyear is known for implementing innovative practices such as its priority-based budgeting, performance measures, implementing its own medical clinic to help cut healthcare costs, and encouraging entrepreneurship and creativity within the business community.



"It's very exciting to see us taking that step," said Kim Bradford, Assistant to the City Manager, of the City's selection to this year's academy. "It's a great tool to take us to the next level. I'm excited to see where it goes from there."

Business Registration Due December 31

It's time for all Goodyear businesses, including home-based businesses, to renew their business registration with the City of Goodyear and pay the mandatory \$75 annual fee. Exemptions are available to non-profit organizations, churches, schools, and vendors who sell at special events.

The \$75 annual fee is due December 31, 2013 but a grace period is in effect until January 31, 2014. Failure to register and pay the fee can result in fines of up to \$500. Submit your application by e-mail to bldg.permits@goodyearaz.gov, mail or hand-deliver the new registration and/or renewal forms with the \$75 fee; pay with credit card by phone, cash, money orders, and checks made payable to City of Goodyear, Business Registration, 195 N. 145th Ave., Bldg. D, Goodyear, AZ 85338. Download forms at www.goodyearaz.gov. For assistance, please contact Development Services at 623-932-3004.

AeroTurbine Celebrates Milestone with Frontier Airlines, Goodyear

One of Goodyear's largest and most visible businesses – AeroTurbine – began celebrating its 100th "C-Check," for Frontier Airlines, a mid-level maintenance check on the company's aircraft. AeroTurbine, an aircraft maintenance and repair operator (MRO), performs maintenance on Frontier's A-319 and A-320 Airbus at its Goodyear facility.

AeroTurbine marked the occasion with its nearly 300 workers, representatives of Frontier Airlines as well as AeroTurbine executives recognizing the heart and will of its workers to provide on-time and cost-effective service and reach the 100th C-Check in less than three years.

"This milestone is a big marker, and the City of Goodyear is proud to celebrate AeroTurbine's 100th C-Check with them as they plan to grow the business and continue serving Frontier Airlines," Goodyear Mayor Georgia Lord said. "We're excited for their success. This has taken a lot of hard work and teamwork."

A C-Check is a maintenance check on an aircraft, part of the requirements by the Federal Aviation Administration. "To reach the level of a C-Check, an aircraft must reach 4,000 cycles of take-offs and landings," said Bob Whitman, Director of Sales and Marketing at AeroTurbine's facility in Goodyear.

AeroTurbine is owned by Los Angeles-based International Lease Finance Corp. About five years ago, AeroTurbine had less than 100 employees; today it has nearly 300.

Small Business Saturday

In support of Small Business Saturday, the City of Goodyear wants you to Shop Small and Shop Goodyear!

There will be three prize winners and one grand prize winner. Shopping will take place on Saturday, November 30. All receipts should be turned in to City Hall or Development Services during the week of December 2 – December 6, 2013. The drawing will take place on December 11, 2013.

So... Shop Small and Shop Goodyear stores for Small Business Saturday. For further information on Small Business Saturday, please visit www.goodyearaz.gov.

3D Prevention (Drugged and Drunk Driving)

The 2013 holiday season is well underway and the Goodyear Police Department would like to remind residents and visitors to make sober driving a top priority. MADD (Mothers Against Drunk Driving) kicked off the holiday season with its 26th year of the "Tie One on for Safety." However, Thanksgiving is just the beginning. With several big holiday celebrations over the next several weeks, safety on the road is a top priority for the Goodyear Police Department. Goodyear Police challenges everyone to make safe driving a priority. If you choose to drink this holiday season, don't drive!



Keep these statistics from MADD in mind this holiday season:

- In 2010, 37% of highway deaths occurred over Christmas (includes Christmas Eve and the holiday weekend).
- New Year's Day is especially dangerous, with 57% of all traffic fatalities involving a drunk driver in 2010.
- Every day in America, another 27 people die as a result of drunk driving crashes.
- Almost every 90 seconds, a person is injured in a drunk driving crash.
- The rate of drunk driving is highest among 21 to 25 year olds (23.4%).
- In 2011, 226 children were killed in drunk driving crashes. Of those children killed, 122 (54%) were riding with the drunk driver.

Goodyear Receives Grant for Electronic Patient Care Tablets

The Goodyear Fire Department will soon be able to provide information about patients to hospitals during emergency situations ahead of the ambulance arriving there.

The City of Goodyear announced during its Council meeting on October 21 that it was awarded a grant for \$51,880.20 from the Gila River Indian Community that will allow the Fire Department to purchase electronic tablets to provide electronic patient care reporting (EPCR). The City is expected to have the technology in place by early next year.

The electronic method will allow information to be entered through a touch screen and immediately transmit information to the hospital and will replace the paper reports that the City's EMTs and paramedics currently use at the scene of an emergency call, saving minutes of time that are critical in life-saving emergencies.

"This technology is a significant improvement to our quality of care, and saving seconds or even minutes can help save lives," Goodyear Fire Chief Paul Luizzi said. "All of the information that used to be written by hand on a chart is entered by touch screen or stylus into a touch tablet that immediately transmits the information to the receiving hospital before the ambulance arrives with the patient."

Fire departments already using EPCR are capturing as much as 25 minutes per call of employee time, getting crews back on the road faster.

Goodyear Fire Captain Mario Santos and Deputy Chief Russ Braden also provided valuable input on the grant application.

"Most of all, we thank the Gila River Indian Community for selecting Goodyear for this award," Luizzi said.

Volunteer Fire Inspectors Needed

The Goodyear Fire Department is looking for a few good volunteers to form a team – the Fire Prevention Assistant Team (FPAT).

The Fire Department is accepting applications for those interested in becoming City-certified volunteer fire inspectors. The inspectors will learn how to assist the department's Fire Prevention Division in making sure small to medium-size businesses have working life-safety devices and emergency exit measures in place and be in compliance with city, national, and federal codes. Volunteer inspectors will also provide assistance at City and educational events.

Part of the inspectors' responsibilities would be to ensure panic devices such as smoke alarms and extinguishers are operating correctly in addition to ensuring emergency exit measures are in place. No prior experience as a fire or building inspector is needed, but successful applicants will be required to complete seven sessions (32 hours) of classroom training, scheduled to begin in January, 2014.

"We're looking at making sure these businesses are safe, and here's what we can do to make them safe," said Steve Morrow, Goodyear Fire Department Fire Prevention Program Coordinator. "We will teach the inspectors what they need to know. It's all about life safety."

To apply for the program, go to the Fire Corps link at www.goodyearaz.gov/index.aspx?nid=1449#. To learn more, please call Elaine Schmerbeck at 623-882-7057.

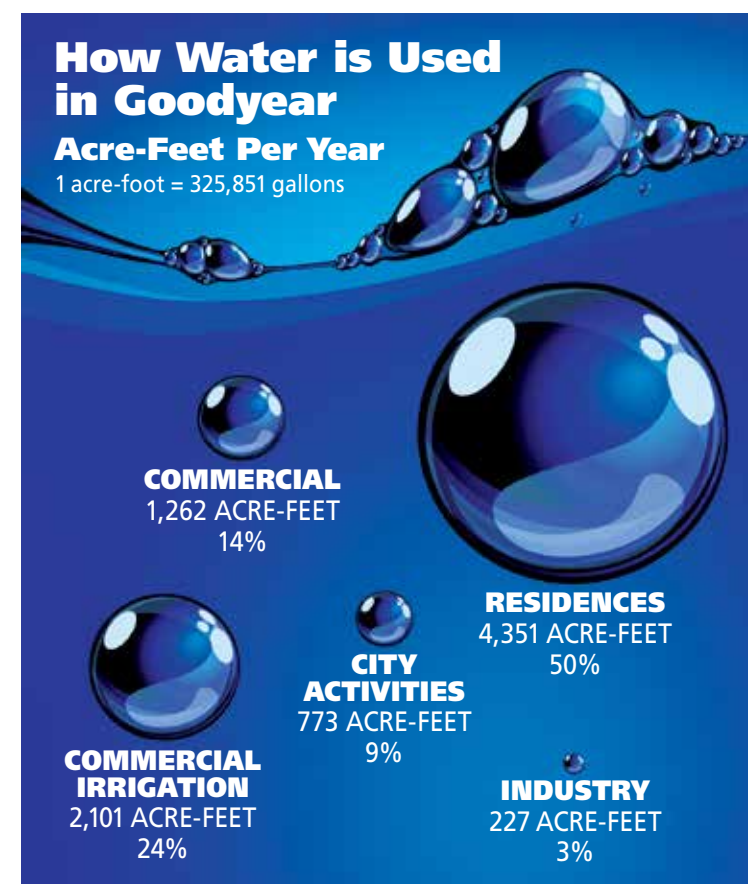


Our Water 101: How is Our Water Used?

Residents are the largest portion of the water users throughout the City. And when residents turned on that spout, half of the water was used for landscaping purposes.

The other 50% was used for commercial irrigation, City activities and industry such as common areas, sports fields, and business landscaping.

The City's new *H2OwnIt* Landscape Awards have been designed to spotlight the success of homeowners in creating attractive water-efficient residential landscapes. Residents are encouraged to nominate yards for the award and obtain resources to help create such yards at the City's water conservation pages, www.goodyearaz.gov/h2o365.



Water Saving Tip

An easy and inexpensive way to save money on your water bill is to replace an aging and crusty component at the end of your faucet: the aerator. Aerators mix air into the water flow to maintain force while reducing the amount of water coming out. They need to be checked regularly for calcium deposits and other debris obstructing their flow. An efficient aerator uses less water and saves money.

Replacements are inexpensive – \$1 to \$2 – and can save customers money on their monthly water bills. Take your old aerator and its washers to the store to be sure the new one will fit. Switching from a working 1.5 gpm to new 1.0 gpm or 0.5 gpm aerators in your bathrooms could reduce water use 6,200 to 12,400 gallons per year.

Valley Metro Routes Change in January

Beginning Monday, January 27, 2014, Valley Metro will implement service changes on more than 20 bus routes and light rail service as a way to build and refine an effective regional transit system that supports Valley communities, businesses, and residents.

Routes 17 and 17A, traveling on McDowell Road, are being combined into one route with service continuing to the Desert Sky Mall Transit Center. The weekday frequency will increase to 30 minutes west of the Transit Center in Avondale, Goodyear, and Phoenix. The route will also be extended from Litchfield Road to Estrella Parkway in Goodyear.

Express bus Routes 562 and 563 will be adjusted to better serve passengers. See below for schedule changes:

Inbound			
Buckeye Park and Ride	Goodyear Park and Ride	1st Ave. at Van Buren	17th Ave. at Jefferson
5:35 a.m.	5:55 a.m. 6:15 a.m.	6:20 a.m. 6:40 a.m.	6:30 a.m. 6:50 a.m.
6:25 a.m.	6:30 a.m. 6:45 a.m. 7:00 a.m.	7:00 a.m. 7:25 a.m. 7:40 a.m.	7:10 a.m. 7:35 a.m. 7:50 a.m.

Outbound			
18th Ave. at Jefferson	Central Ave. at Van Buren	Goodyear Park and Ride	Buckeye Park and Ride
4:05 p.m. 4:15 p.m. 4:25 p.m. 5:00 p.m. 5:20 p.m.	4:15 p.m. 4:25 p.m. 4:35 p.m. 5:10 p.m. 5:30 p.m.	4:55 p.m. 5:05 p.m. 5:15 p.m. 5:50 p.m. 6:10 p.m.	5:25 p.m. 6:30 p.m.

For trip planning or schedule information, go to www.valleymetro.org or call 602-253-5000.

Heart & Sole 5K Run/Walk

Register now for the 9th Annual Heart & Sole 5K Run/Walk and 1 Mile Fun Run/Walk presented by West Valley Hospital. Heart & Sole starts and finishes inside the Goodyear Ballpark (1933 S. Ballpark Way) on Saturday, February 8, 2014.

Registration and check-in begins at 6 a.m. 5K starts at 8 a.m. (\$25) and the 1 Mile Run starts at 8:15 a.m. (\$20). Register online at www.active.com or in person at Goodyear Recreation, at 3075 N. Litchfield Rd. Register by February 6 to receive \$5 off.

For more information, please call 623-882-7531.

Holiday Schedule

Christmas

Wednesday, December 25, 2013
City Offices Closed

New Year's Day

Wednesday, January 1, 2014
City Offices Closed

Sanitation Collection

Wednesday, December 25, Christmas Day: Trash and recycling container collection service and bulk trash collection service will be shifted to one day later than your normal collection day following Wednesday, December 25, Christmas Day. Monday and Tuesday collections will not be affected.

Wednesday, January 1, New Year's Day: Trash and recycling container collection service and bulk trash collection service will be shifted to one day later than your normal collection day following Wednesday, January 1, New Year's Day. Monday and Tuesday collections will not be affected.

Visit www.goodyearaz.gov/trash or call Environmental Services at 623-932-3010 for more information.



Christmas Tree Recycling

Four conveniently located recycling drop-off sites will accept Christmas trees from December 26, 2013 through January 10, 2014, 24 hours a day. Please remove all decorations, tree stands, and lighting. Trees are chipped and used for mulch and ground cover for a local farm. Please call Goodyear Environmental Services at 623-932-3010 or visit www.goodyearaz.gov/trash for more information.

Foothills Community Park, next to Estrella Mountain High School
12795 S. Estrella Parkway, 85338

Eagle's Nest side of PebbleCreek community
3645 N. Clubhouse Drive, 85395

Palm Valley Park
13133 W. Monte Vista Rd., 85395

Goodyear Ballpark parking lot
at corner of Goodyear Boulevard
and Estrella Parkway
(south of Yuma Road), 85338



Spring Training Tickets Make Great Stocking Stuffers



Tickets to a Cincinnati Reds or Cleveland Indians Spring Training baseball game at the Goodyear Ballpark don't take much room in a stocking on Christmas morning, but they will provide more than enough memories for the baseball fanatics on your holiday gift list.

Single game tickets go on sale beginning Saturday, December 14 at 10 a.m. There are many ways to buy tickets that day. The Goodyear Ballpark ticket office will be open from 10 a.m. to 2 p.m. Fans can also buy tickets by visiting www.reds.com or by calling 1-800-745-3000.



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 City of Goodyear AZ Government

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